STATE OF WASHINGTON DEPARTMENT OF FINANCIAL INSTITUTIONS SECURITIES DIVISION

IN THE MATTER OF DETERMINING Whether there has been a violation of the Franchise Investment Protection Act by:

Order No. S-23-3649-23-CO01

Coolvu Franchising Concepts, Inc.,

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

CONSENT ORDER

Coolvu Franchising Concepts, Inc.,

Respondent.

INTRODUCTION

Pursuant to the Franchise Investment Protection Act, RCW 19.100, the Securities Division and Respondent Coolvu Franchising Concepts, Inc. do hereby enter into this Consent Order in settlement of the matters alleged herein. Respondent Coolvu Franchising Concepts, Inc. neither admits nor denies the Findings of Fact and Conclusions of Law as stated below.

FINDINGS OF FACT

Respondents

1. Coolvu Franchising Concepts Inc. ("Coolvu") is a Georgia entity formed on May 27, 2021, with its principal place of business in Marietta, Georgia. Coolvu sells franchises for the operation of a home-based business selling and installing residential and commercial window film products and services. The products and services include window film, graphics and architectural surface products and services.

Nature of the Conduct

- 2. On September 29, 2022, Coolvu sold a franchise to a Washington resident.
- 3. Prior to the sale, the Washington prospective franchisee received marketing materials and a Coolvu Franchise Disclosure Document.
 - 4. The initial franchise fee was deferred by Coolvu until the opening of the Washington franchise.

CONSENT ORDER

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
21	
22	
23	
	ı

5. The Washington franchise is NW Film and Surface LLC, a Washington entity formed on November 3, 2022, with a principal place of business in Yelm, Washington. NW Film and Surface LLC has registered the tradename "Coolvu of Tacoma."

Registration Status

- 6. On February 6, 2023, Coolvu applied to the Washington State Securities Division of the Department of Financial Institutions for the Initial Registration of an Offer and Sale of Franchise.
- 7. Coolvu is not currently registered to sell its franchises in the state of Washington and has not previously been so registered.

Based upon the above Findings of Fact, the following Conclusions of Law are made:

CONCLUSIONS OF LAW

- 1. The offer and/or sale of the franchise as described above constitutes the offer and/or sale of a franchise as defined in RCW 19.100.010(6), RCW 19.100.010(12), and RCW 19.100.010(17).
- 2. Coolvu violated RCW 19.100.020, the franchise registration section of the Franchise Investment Protection Act, by offering and/or selling franchises for which no registration is on file with the Securities Administrator.

Based upon the foregoing and finding it in the public interest:

CONSENT ORDER

IT IS AGREED AND ORDERED that Respondent Coolvu, and their agents and employees, shall each cease and desist from violating RCW 19.100.020, the franchise registration section of the Franchise Investment Protection Act.

IT IS AGREED that Respondent Coolvu shall be liable for and pay costs in the amount of \$750.00.

IT IS AGREED that Respondent Coolvu enters into this Consent Order freely and voluntarily and with a full understanding of its terms and significance.

l	
	IT IS AGREED that the Securities Division has jurisdiction to enter this order.
	IT IS AGREED that in consideration of the foregoing, the Respondent waives their right to a hearing
	and to judicial review of this matter pursuant to RCW 19.100.260 and Chapter 34.05 RCW.
	WILLFUL VIOLATION OF THIS ORDER IS A CRIMINAL OFFENSE.
	Signed this 5th day of December 2023.
	Signed by: Coolvu Franchising Concepts, Inc.
	/s/Mike Herrera
	Name of Signer:
	Mike Herrera
	Title of Signer:
	President
	Approved as to form by:
	/s/Eric Reiss
	Eric Reiss, Attorney for Coolvu Franchising Concepts, Inc.
1	

CONSENT ORDER

SIGNED and ENTERED this 8th day of January 2024.



Approved by:

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

/s/Brian J. Guerard

Brian J. Guerard
Chief of Enforcement

Reviewed by:

/s/Holly Mack-Kretzler

Holly Mack-Kretzler Financial Legal Examiner Supervisor /s/William M. Beatty

William M. Beatty
Securities Administrator

Presented by:

/s/Megan Campbell

Campbell, Megan Financial Legal Examiner

CONSENT ORDER